6.50

PRESS • BOOK

FROM WARNER BROS./A WARNER COMMUNICATIONS COMPANY

COME BACK CHARLESTON BLUE

Those 'Cotton Comes To Harlem' cops are at it again!

"COME BACK CHARLESTON BLUE" A Samuel Goldwyn, Jr. Production
Starring **GODFREY CAMBRIDGE as Gravedigger Jones**
RAYMOND ST. JACQUES as Coffin Ed Johnson · Introducing JONELLE ALLEN
Music Composed and Conducted by Donny Hathaway · Supervised by Quincy Jones
Screenplay by Bontche Schweig and Peggy Elliott · Based upon "The Heat's On" by Chester Himes
Produced by Samuel Goldwyn, Jr. · Directed by Mark Warren

ORIGINAL SOUND TRACK AVAILABLE ON ATCO RECORDS

TECHNICOLOR®
From Warner Bros., A Warner Communications Company

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR PRE-TEENAGERS

MAT 501R — 5 COL. X 100 LINES = 500 LINES

Godfrey Cambridge Astonishing Man

The warm and fulfilling presence of Godfrey Cambridge is an event that makes some movies more worth going to than other movies. In the last few years he has created an unerasable impression on audiences who are beginning to find him an irresistible entertainment force.

Although he has been moving around on stage and in nightclubs, on the big screen and the little, Godfrey's best foot went forward a few years ago when he starred with Raymond St. Jacques in "Cotton Comes to Harlem." Today he is doing it again in a continuation of the wonderful adventures of Gravedigger Jones and Coffin Ed Johnson, the New York cops, in "Come Back Charleston Blue," opening____at the____Theatre. This is a Samuel Goldwyn Jr. production for Warner Bros. based on the characters created by Chester Himes.

Despite his joyful approach to life, Godfrey takes his screen work seriously. Before beginning "Charleston Blue," he took a course in the 28th Precint's prowl cars to get into the feeling that made his character ring true. He really saw how New York's "finest" survive in the jungle.

Godfrey Cambridge is an astonishing man, an unbelieveable man. He honestly does believe in the efficacy of laughter, just as he honestly believes in the goodness of people and what he can personally do about the poor, the addicted, the imprisoned and all the unfortunates of the world. Besides this ever-working compassion, he has more things going than a country carnival. His show business activities reach all the way around the circle; then he is also a writer, a photographer, a master chef; he has his own production company and is currently writing two screenplays with different collaborators; he is making a documentary on dope for the N.Y. Police Department; he has soaring ideas on prison rehabilitation; he is part of a three-year-old corporation called Feelings, Inc., which offers consultation services to individuals and companies teaching people how to "feel" and how to live again; he works with aspiring actors at the Mafundi Institute; and he is, of all things, a dedicated gun collector.

Godfrey was born in New York City on Feb. 26, the son of Alexander and Sarah Cambridge who migrated from British Guiana to Nova Scotia and eventually to New York. Godfrey went to grammar school in Nova Scotia, then returned to graduate from high school in Queens, winning a scholarship to Hofstra University. He also studied at the College of the City of New York.

Besides his entertainment-oriented career, Godfrey has held many other jobs, including popcorn-bunny maker, airplane wing cleaner for American Airlines, maternity hospital ambulance driver, gardener, judo instructor, special policeman, newspaper circulation manager, hot rod racer, theatrical critic, and New York City cab driver.

But none of those things has made him as happy, nor certainly as famous, as his portrayal of the wondrous Gravedigger Jones in "Come Back Charleston Blue," a Harlem cop who does all the wrong things for the right reasons, and sometimes the right thing for the wrong reason.

Fencing Teacher to Harlem Cop

For a man who was born in Connecticut and learned to fence before he fired a gun, the role of a Harlem police detective in "Come Back Charleston Blue," which opens _____ at the_____ Theatre, may seem out of the credibility field.

But in the case of Raymond St. Jacques, his unerring ear for life and his thorough understanding of his profession make the role of Coffin Ed Johnson in the Samuel Goldwyn Jr. production a natural. His workmate is Godfrey Cambridge as Gravedigger Jones, and they both starred three years ago in "Cotton Comes to Harlem," the forerunner of the new film.

St. Jacques is six feet three, has a deep voice that shows a lot of training, and he is black and impressive, and even a little bit overwhelming. "Come Back Charleston Blue" is his 13th motion picture.

He was born in Hartford and raised and educated in New Haven, Ct., where he was graduated from Hillhouse High School, and quickly, thereafter, became an actor, assistant director and fencing instructor with the American Shakespeare Festival in Stratford, Ct. In this latter job he was responsible for staging the fights, duels and battle scenes which Shakespeare wrote about so colorfully. Fencing continues to be one of his hobbies, and he sometimes teaches it.

St. Jacques' professional acting debut came in the off-Broadway play, "High Name Today," dealing with the Korean War. This was the first of many off-Broadway productions in which St. Jacques appeared, playing roles of increasing importance. One of the best known, "The Blacks," also was an introduction for Cicely Tyson, Godfrey Cambridge and Lou Gossett. Later St. Jacques appeared on Broadway in "Night Life," "The Cool World" and the musical revival of "Seventh Heaven."

His first motion picture role was with James Whitmore in "Black Like Me." Then he drew attention for his role in "The Pawnbroker." Followed by such films as "The Comedians" with Elizabeth Taylor and Richard Burton; "Madigan" with Henry Fonda; "The Green Berets" with John Wayne; "Uptight" for Jules Dassin and "Mr. Buddwing." A recent film was "Cool Breeze," in which he played a 60-year-old hood.

His next project is the filming of "The Book of Numbers," in which he will star and which he will also direct and produce.

St. Jacques is a whiz in the kitchen. He reads a great deal, is an enthusiastic horseback rider and amateur photographer.

Lovely Jonelle Allen portrays a fashion model in trouble with the law in Warner Bros.' "Come Back Charleston Blue," now at the____Theatre in Technicolor. *Mat 1-A*

Jonelle Allen - Bit Part to Star

The rise and rise of Jonelle Allen began 20 years ago when she was three and tap dancing in the bathroom. It reached fulfillment in 1972 when Jonelle was signed by Samuel Goldwyn Jr. for the principal feminine role in "Come Back Charleston Blue," which opens____at the ____Theatre, while she was still reading the glowing notices of her stage performance in the musical version of "Two Gentlemen of Verona."

It is a small wonder that her buoyant good humor seems boundless, that her future looms evermore rewarding, and that she considers herself a lucky "Sugar Hill" child.

Her appearance in "Come Back Charleston Blue" is more than a logical result of her stage success. Three years ago Jonelle played the bit role of a wide-eyed secretary in "Cotton Comes to Harlem," the precursor to "Charleston Blue," and Goldwyn and everyone else remembered Jonelle and wanted her back, this time to star with Godfrey Cambridge and Raymond St. Jacques and to play the romantic lead opposite Peter DeAnda.

"I play Carol," she says, "a naive girl who is easily fooled but still strong enough to get back on the right track."

Peter DeAnda is a fashion photographer involved with narcotics in Warner Bros.' "Come Back Charleston Blue," sequel to "Cotton Comes to Harlem," now at the____Theatre with Godfrey Cambridge and Raymond St. Jacques starring. *Mat 1-B*

Gravedigger and Coffin Ed Rise Again

The Harlem adventures of an unmatched pair of exuberent police detectives, found in the tough roundness of Godfrey Cambridge and the decisive slimness of Raymond St. Jacques, attain new excitement in "Come Back Charleston Blue," which opens at the Theatre, the second chapter in the astonishing lives of Gravedigger Jones and Coffin Ed Johnson.

These two black buccaneers were originally introduced to the screen in "Cotton Comes to Harlem," based on the stories by Chester Himes and produced by Samuel Goldwyn Jr., who has done it again with many of the same people in the new Warner Bros. release.

Following filming in Harlem and environs, "Come Back Charleston Blue" is on the nation's screens with Digger and Ed plunged deeply into new and fearsome aspects of the criminal life, even mixing it up in a bi-racial gang war. They may be cracking jokes along the way, but their intent is as deadly serious as the bullets in their guns.

For director of the new project, Goldwyn put his finger on Mark Warren, a young newcomer whose experience directing 72 hours of "Laugh-In" gives him a good grasp of speed and time, while he has been able to add his own sympathetic view of the Harlem background and a crisp way of getting things done.

The leading lady in "Come Back Charleston Blue" may or may not be remembered for the bit of the wide-eyed secretary who blinked four times and read two lines in "Cotton Comes to Harlem." Since then Jonelle Allen has become the showstopper of the Broadway musical, "Two Gentlemen of Verona."

The villain is as unregenerate as he is handsome and as lethal as he is romantic. Peter DeAnda is his name, and he recently appeared in "The New Centurions" and was the first black hero of a continuing soap opera. He has also appeared in 40 or more plays, countless TV shows, and now plays the role of Joe, the man with the deadly blue-steel razors.

One of the most intriguing aspects of "Charleston Blue" is the title character himself, supposedly slain in 1932 by Dutch Schultz, the notorious gangster. However, his trademark razors keep showing up beside slit throats, and why does the Queen of the Numbers keep saying that he's coming back for her in a 1932 Lincoln?

Godfrey Cambridge (left) and Raymond St. Jacques portray Harlem detectives, Gravedigger Jones and Coffin Ed Johnson, in Warner Bros.' "Come Back Charleston Blue," now at the____Theatre. Film is a sequel to the popular "Cotton Comes to Harlem" and features the hilarious pair fighting the black underworld. *Mat 2-A*

Peter DeAnda Not the Villain Type

Peter DeAnda, a smooth-skinned, shiny-eyed fellow of 34 years with a notable background in the world of acting, is making a slick art of villainy in the role of Joe Paynter, a sweet-talking crook in "Come Back Charleston Blue," which opens____at the____Theatre.

This is Samuel Goldwyn Jr.'s sequel to "Cotton Comes to Harlem" for Warner Bros. release. In it, Peter DeAnda's mission is to thwart the honorable but frenzied activities of Gravedigger Jones and Coffin Ed Johnson as played by Godfrey Cambridge and Raymond St. Jacques. Peter does it with guns, with dope and with nice shiny blue razors.

On the theory that a motion picture like this is only as strong as its villain, Mark Warren, the director, has turned Peter into what appears to be a romantic leading man, a personable fashion photographer, but who is really a first-class heel and a very unsavory citizen. The leading lady who has a misplaced crush on him, is Jonelle Allen, of current attention in the New York musical version of "Two Gentlemen of Verona."

"It's the kind of villainy that shows up best," Peter says. "I hope it works."

Villainy isn't the only type of role for De Anda who has a wide and varied background in films and theatre. Among his recent roles is the title character in a two-hour television feature which had him starring as a private detective in Chicago.

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TV Spots

Warner Bros. has prepared two special and very effective TV Spots for your campaign on "Come Back Charleston Blue." These spots, in 30 and 60 second lengths, will let all the TV viewers know you have the action-comedy film they want to see. .Plan an effective TV campaign, order these FREE TV Spots today from: Campaign Plan Manager, Warner Bros., 4000 Warner Blvd., Burbank, Calif. 91505.

Trailer

A sparkling comedy-action trailer has been prepared for your engagement of "Come Back Charleston Blue." This trailer will intrigue your audiences and make for sure-fire response at the boxoffice. Book the trailer well in advance and make sure it gets plenty of playing time. This trailer is available from National Screen Service.

Running Time: 100 Minutes Aspect Ratio: 1.75:1

Radio Spots

All the action and comedy in "Come Back Charleston Blue" is highlighted in these selling radio spots that Warner Bros. has prepared for your engagement of the film. These spots make effective use of radio as a selling tool. Available in 30 and 10 second lengths, they are available FREE from: Eugene Gromek, Suski Productions, 165 W. 46th Street, New York, N.Y. 10036.

Important Marquee Notice

MR. EXHIBITOR: The key line in the entire "Come Back Charleston Blue" campaign, used in all the ads and on all the posters is "Those 'Cotton Comes to Harlem' Cops Are at it Again." In addition to the ads, this line should be placed on your marquee in the most prominent letters possible.

Synopsis

Gravedigger Jones (GODFREY CAMBRIDGE) and Coffin Ed Johnson (RAYMOND ST. JACQUES), the Harlem police detectives, are at it again, this time trying to unravel the mystery of Charleston Blue, the legendary black gangster who was slaim in 1932 by the notorious Dutch Schultz, but whose blue-steel razors are beginning to reappear alongside slit throats.

The ghost of Charleston Blue may be trying to rid Harlem of white gangsters and dope-traffickers, but it's really Joe (PETER De ANDA), a slick photographer and gentleman caller to Carol (JONELLE ALLEN), who is master-minding a well-disciplined black organization to take over the white rackets himself. With the help of their own stage-managed deaths and a whiz kid chemist, and with drugs blowing up all over town, Digger and Ed make it a clean sweep in Harlem.

All advertising in this pressbook, as well as all other advertising and publicity materials referred to herein, has been approved under the standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to: Director of the Code for Advertising, Motion Picture Association of America, 522 Fifth Ave., New York, N.Y. 10036.

This picture has been rated:

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR PRE-TEENAGERS

Paperback Book

The madcap adventures of Gravedigger Jones and Coffin Ed Johnson are in the paperback version of the novel as well as on the screen.

To be sure that the most people enjoy the screen version, make the best use of this paperback. The novel was most successful under its original title, ''The Heat's On,'' and Berkley Publications expects the motion picture version to be even more so.

Berkley will have a great deal of promotion material available to help you in making tie-ups with book stores and all the other retail outlets for soft cover books.

For additional help and information contact: Larry Gershel, Berkley Publications, 200 Madison Ave., New York, N.Y. 10016. (212) 883-5545

Cast

Godfrey Cambridge	Gravedigger Jones
Raymond St. Jacques	Coffin Ed Johnson
Peter De Anda	Joe
Jonelle Allen	Carol
Maxwell Glanville	Caspar
Minnie Gentry	Her Majesty
Dick Sabol	Jarema
Leonardo Cimino	Frank Mago
Percy Rodrigues	Bryce
Toney Brealond	Drag Queen
Tim Pelt	Earl J.
Darryl Knibb	Douglas
Marcia McBroom	Girl Barber
Adam Wade	Benjy
Joseph Ray	Bubba
Theodore Wilson	Cemetery Guard
Dorothi Fox	Streetwalker

Credits

Produced by Samuel Goldwyn, Jr.; Directed by Mark Warren; Screenplay by Bontche Schweig, Peggy Elliott; Based upon the novel ''The Heat's On'' by Chester Himes; Exec. in charge Produc.; Stanley Newfeld; Associate Producer, Al Fann; Dir. of Photography, Dick Kratina; Production Designer, Robert Gundlach; Music Composed and Conducted by Donny Hathaway; Supervised by Quincy Jones; Song: ''Come Back Charleston Blue'', Music by Donny Hathaway, Lyrics by Quincy Jones, Al Cleveland; Sung by Donny Hathaway & Valerie Simpson; Art Director, Perry Watkins; Edited by Gerald Greenberg, George Bowers; Sound by James J. Sabat; Special Effects, Ira Anderson, Jr.; Casting Assistant, Chip Fields; Harlem Dawn Sequences created by Leroy Lucas; Asst. to Producer, Patricia Carrington; Music Consultant, Artie Wayne; Script Supervisor, Nancy Tonery; Set Dresser, George De Titta; 2nd Unit Director, Max Kleven; Costume Designer, Anna Hill Johnstone; Makeup Artist, Mike Maggi; Hair Stylist, Harold Melvin; Assistant Director, Terence A. Donnelly.

Billing

Warner Bros.	50%
A Warner Communications Company	
presents	
COME BACK CHARLESTON BLUE	100%
A Samuel Goldwyn, Jr. Production	50%
Starring	
GODFREY CAMBRIDGE	100%
RAYMOND ST. JACQUES	100%
Introducing	
JONELLE ALLEN	60%
TECHNICOLOR	15%
Screenplay by	
Bontche Schweig	25%
Peggy Elliott	25%
Based upon the novel	25%
''THE HEAT'S ON''	25%
by Chester Himes	25%
Produced by	
Samuel Goldwyn, Jr.	25%
Directed by	
Mark Warren	25%

Atlantic Records has released both a Sound Track Album and a single to aid in your promotion campaign on "Come Back Charleston Blue."

Both records feature the voice and score of Donny Hathaway who is the hottest performer in the country with three albums on the Top 40 Charts at the same time.

Hathaway's performance of the "Ballad of Charleston Blue" is sure to cause a stir in all music shops throughout the country and is a promotion plus when you play the picture.

Make sure that all the radio stations have copies of both records and are giving them substantial air play. Arrange with music and record shops to use one-sheets for displays.

Of particular interest to music buffs is the fact that "Come Back Charleston Blue" is the first film score written by Hathaway. This young performer who had been scoring so heavily in the record field and in concerts teamed with Roberta Flack, is a decidedly hot name. Make the most of it with music and record promotions.

Contact the record distributors in your area, listed on this page, for assistance in setting up special promotions.

Record Album and Single

ATLANTA AREA
WEA Dist. Corp.
6060 Boat Rock Blvd.
Atlanta, Ga. 30336
(404) 344-4933
Dan Davenport, Atlanta
Charles Geer, Memphis

MIAMI AREA
WEA Sales Office
1755 N.E. 149th St.
N. Miami Beach, Fla. 33161
(305) 944-6626
Eddie Pugh

BOSTON AREA
WEA Dist. Corp.
282 Mystic Ave.
Medford, Mass.
(617) 391-5600
John Bellibeau, Boston
William Greenberg, Hartford

MINNEAPOLIS AREA
WEA Sales Office
5001 W. 78th #1049
Minneapolis, Minn. 55437
(612) 920-9177
Doug Lee

CLEVELAND AREA
WEA Dist. Corp.
4560 Willow Parkway
Cleveland, Ohio 44125
(216) 271-3900
Bob Lipka, Cincinnati
Dan Kelley, Pittsburgh
Carroll Hardy, Buffalo
Willie Smith, Cleveland

DALLAS/NEW ORLEANS
WEA Dist. Corp.
1322 Round Table Dr.
Dallas, Texas
(214) 638-1690
Bill Davis
Walter Moorehead, New Orleans
Al Privett, Houston

DENVER AREA
WEA Sales Office
97 Kalamath
Denver, Colorado 80223
(303) 623-5276
Kent Crawford

CHICAGO AREA
WEA Dist. Corp.
2489 S. Wolf Rd.
Des Plaines, Ill.
(312) 298-3100
Eddie Holland

ST. LOUIS AREA
WEA Sales Office
2510 Brentwood Blvd.
St. Louis, Mo. 63144
(314) 968-4777
Bud Murphy

DETROIT AREA
WEA Sales Office
17500 N. Land Park Court
Suite #2
Southfield, Mich. 48075
(313) 354-2020
Jon Barrow
Arnold Leeman

LOS ANGELES AREA
WEA Dist Corp.
1100 Francis Court
Los Angeles, Calif. 91202
(213) 245-8761
Tom Phillips

NORTHWEST AREA
WEA Sales Office
216 S. Mead St.
Seattle, Wash.
(206) 767-4850
Steve Fischler

SOUTHWEST AREA
5134 N. 44th St.
Phoenix, Arizona 85018
(602) 959-2274
Marvin Parker

SAN FRANCISCO AREA
WEA Sales Office
680 Beach St., Suite 460
San Francisco, Calif. 94109
(415) 441-6111
Ralph Whitsell

PHILADELPHIA/
WASHINGTON D.C.
WEA Dist Corp.
1 Yamaha Dr.
Cherry Hill, New Jersey
(609) 424-3105
Ron Demario
Alan Lott
George Goodman, Balt./Wash. D.C.

NEW YORK AREA
WEA Dist Corp.
65 Commerce Rd.
Carlstadt, New Jersey
(201) 935-3663
Juggy Gayles

A ghost has come back to Harlem—and started the wildest gang war ever!

COME BACK CHARLESTON BLUE

Those 'Cotton Comes To Harlem' cops are at it again!

"COME BACK CHARLESTON BLUE" A Samuel Goldwyn, Jr. Production · Starring **GODFREY CAMBRIDGE as Gravedigger Jones**
RAYMOND ST. JACQUES as Coffin Ed Johnson · Introducing JONELLE ALLEN · Music Composed and Conducted by Donny Hathaway · Supervised by Quincy Jones
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TECHNICOLOR® · From Warner Bros., A Warner Communications Company ORIGINAL SOUND TRACK AVAILABLE ON ATCO RECORDS PG PARENTAL GUIDANCE SUGGESTED SOME MATERIAL MAY NOT BE SUITABLE FOR PRETEENAGERS

MAT 401R — 4 COL. X 150 LINES = 600 LINES

Those 'Cotton Comes To Harlem' cops are at it again!

Coffin Ed and Gravedigger Jones and a ghost that just won't quit!

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PG PARENTAL GUIDANCE SUGGESTED
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MAT 403R — 4 COL. X 175 LINES = 700 LINES: ALSO AVAILABLE AS: MAT 502R — 5 COL. X 200 LINES = 1000 LINES

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MAT 401R — 4 COL. X 150 LINES = 600 LINES; ALSO AVAILABLE AS: MAT 601R — 6 COL. X 226 LINES = 1356 LINES

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MAT 304R — 3 COL. X 134 LINES = 402 LINES

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MAT 402R – 4 COL. X 138 LINES = 552 LINES

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MAT 301R — 3 COL. X 135 LINES = 405 LINES

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MAT 201R — 2 COL. X 104 LINES = 208 LINES

Those 'Cotton Comes To Harlem' cops are at it again!

TECHNICOLOR® From Warner Bros., PG
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MAT 204R — 2 COL. X 51 LINES = 102 LINES

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PG PARENTAL GUIDANCE SUGGESTED SOME MATERIAL MAY NOT BE SUITABLE FOR PRE-TEENAGERS

MAT 302R — 3 COL. X 110 LINES = 330 LINES

Those 'Cotton Comes To Harlem' cops are at it again!

COME BACK CHARLESTON BLUE

TECHNICOLOR® From Warner Bros., PG
A Warner Communications Company

MAT 101R — 1 COL. X 85 LINES

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MAT 202R — 2 COL. X 83 LINES = 166 LINES

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MAT 303R – 3 COL. X 90 LINES = 270 LINES

Special Ad-Pub Mat

Contains Ads 101R, 102R, 103R and 203R, as well as Scene Cuts 1-A, 1-B and 2-A.

Those 'Cotton Comes To Harlem' cops are at it again!
COME BACK CHARLESTON BLUE
TECHNICOLOR® From Warner Bros., A Warner Communications Company
PG

MAT 203R – 2 COL. X 50 LINES = 100 LINES

Those 'Cotton Comes To Harlem' cops are at it again!
COME BACK CHARLESTON BLUE
TECHNICOLOR® From Warner Bros., A Warner Communications Company
PG

MAT 102R – 1 COL. X 54 LINES

MAT 103R – 1 COL. X 29 LINES

MAT 104R – 1 COL. X 18 LINES

* Those 'Cotton Comes To Harlem' cops are at it again!

INSERT CARD

* Those 'Cotton Comes To Harlem' cops are at it again!

40 X 60 / ONE SHEET

* Those 'Cotton Comes To Harlem' cops are at it again!

SPECIAL ONE-SHEET

Posters & Accessories

MR. EXHIBITOR:

*When ordering posters from National Screen Service, it is imperative that you also receive the special snipes that have been prepared.

Before using any of these posters the snipes must be placed in position on the posters as illustrated on this page. Be sure the snipes are placed in the exact position shown.

Also Available: 8 color 8 x 10's, 8 color 11 x 14's

40 x 60 Lobby Standee, 24 x 82 Title Display

Available from National Screen Service

COME BACK CHARLESTON BLUE
Those 'Cotton Comes To Harlem' cops are at it again!
A ghost has come back to Harlem—and started the wildest gang war ever.
APOLLO
GODFREY CAMBRIDGE as Gravedigger Jones · RAYMOND ST. JACQUES as Coffin Ed Johnson
PG

22 X 28

* Those 'Cotton Comes To Harlem' cops are at it again!

THREE SHEET

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